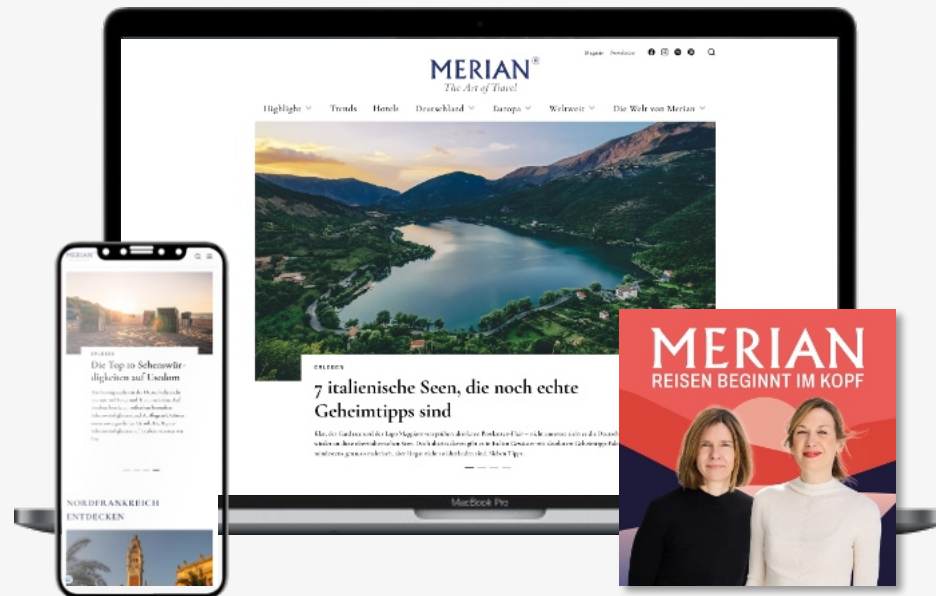


Merian Magazine Profile 2027

Hamburg, October 2026

The Art of Travel



Tinka Dippel – Merian Editor-in-Chief

The Art of Travel



© Volker Renner

Today, travel means much more than just relaxation and discovery.

The world of travel has become more multifaceted, and so has the world of Merian. It's about **new ways of traveling**, about encounters and shifts in perspective, about spirituality, nature, and culture, about adventure, retreat, and the question of what truly makes a journey special.

With ten issues per year going forward, Merian reflects this diversity.

We track developments and trends, profile people who are shaping the world of travel and blazing new trails, travel to cities and landscapes near and far that expand our horizons and push the boundaries of our comfort zones, and discover places that possess a rare magic.

Above all, however, **we tell stories of journeys that inspire - because they surprise, move, or open up a new perspective.**



NEWS



Increased publication frequency starting in 2027: 10 issues per year

Since starting with a new concept in the fall of 2023, Merian has been published as a multi-topic luxury travel magazine with an increased page count of 188 pages; the publication frequency was increased from 5 to 6 issues in 2026, and investments were made in additional supplements such as the cover booklet "The 111 Best Hotels in Europe."

Starting in 2027, Merian will inspire wanderlust 10 times a year.



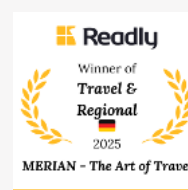
Travel Editorial Team of the Year.

Traditionally, the TravMedia Awards are presented during ITB in Berlin. TravMedia, the global network for the tourism industry, honours the best talent in travel journalism and tourism public relations. This year, **Merian secured the award for „Travel Editorial Team of the Year 2026“**. This is a great honour and recognition for the work of the entire Merian team.



Most-read travel magazine of 2025 on Readly.

The digital platform for magazines and newspapers once again honoured the most-read magazines in 35 categories as „Ready Top Titles“. **Merian came out on top against its competitors in the „Travel & Regional“ segment.** The ranking is based on the average number of readers throughout the year, with **Merian issues from 2025 reaching over 12,300 readers per issue to date.**



Readly writes: „*The quality and appeal of MERIAN are also clearly reflected in its usage on Readly. This is a great achievement and impressively underlines the relevance and attractiveness of your title for our shared readership.*“



MERIAN readers are exceptionally well educated: 46% hold a university degree (Index vs. total population: 217) and many occupy senior professional or executive positions. Nearly half of the readership (49%) belongs to the highest socio-economic segments (Levels 1 & 2). 49% of MERIAN readers have a monthly household net income of €4,000 or more (Index 155), while 18% earn more than €6,000 per month (Index 202), providing them with considerable purchasing power. They enjoy the finer things in life, are luxury-oriented consumers (Index 218), and are highly mobile cosmopolitans (Index 219).*

*Source: AWA 2022



19.10.26

MERIAN MAGAZINE PROFILE

MERIAN®

Traveling at the highest level

The concept

Merian combines the market-leading expertise of 79 years of outstanding travel journalism with the **vision of a seductive and emotional luxury travel magazine.**

Merian is an opulent, high-quality and **innovative multi-thematic premium travel magazine with 188 pages.**

Merian will tell stories from **many different cities, countries and regions in every issue.** Cultural events, the opening of new luxury hotels, culinary trends and the desire to discover what is special about cities and regions take our readers around the globe.

High-class service orientation and creative, wide-ranging lifestyle offerings are in the spotlight. Merian is tailored to luxury travel aficionados curious to discover new destinations through the medium of high-quality photography and reliably accurate information.

[Click here to read
issue 04/2026](#)

MERIAN[®]

The Art of Travel

Albanien

Entdeckungstour
durch die wilde
Weite des Balkans

Finnland

Grün und Weiß:
ein Naturwunder in
zwei Jahreszeiten

Starke Städte

Brüssel, Valencia,
Straßburg, Fribourg,
Budapest

Lüneburger Heide

Traumland
in neuer Blüte

Istrien

Der einzigartige
Kulturschatz der
Adria-Halbinsel

OH EUROPA!

Vielfalt, Brüche, unfassbare Schönheit:
eine Liebeserklärung an unseren Kontinent –
und ein Plädoyer für gute Nachbarschaft

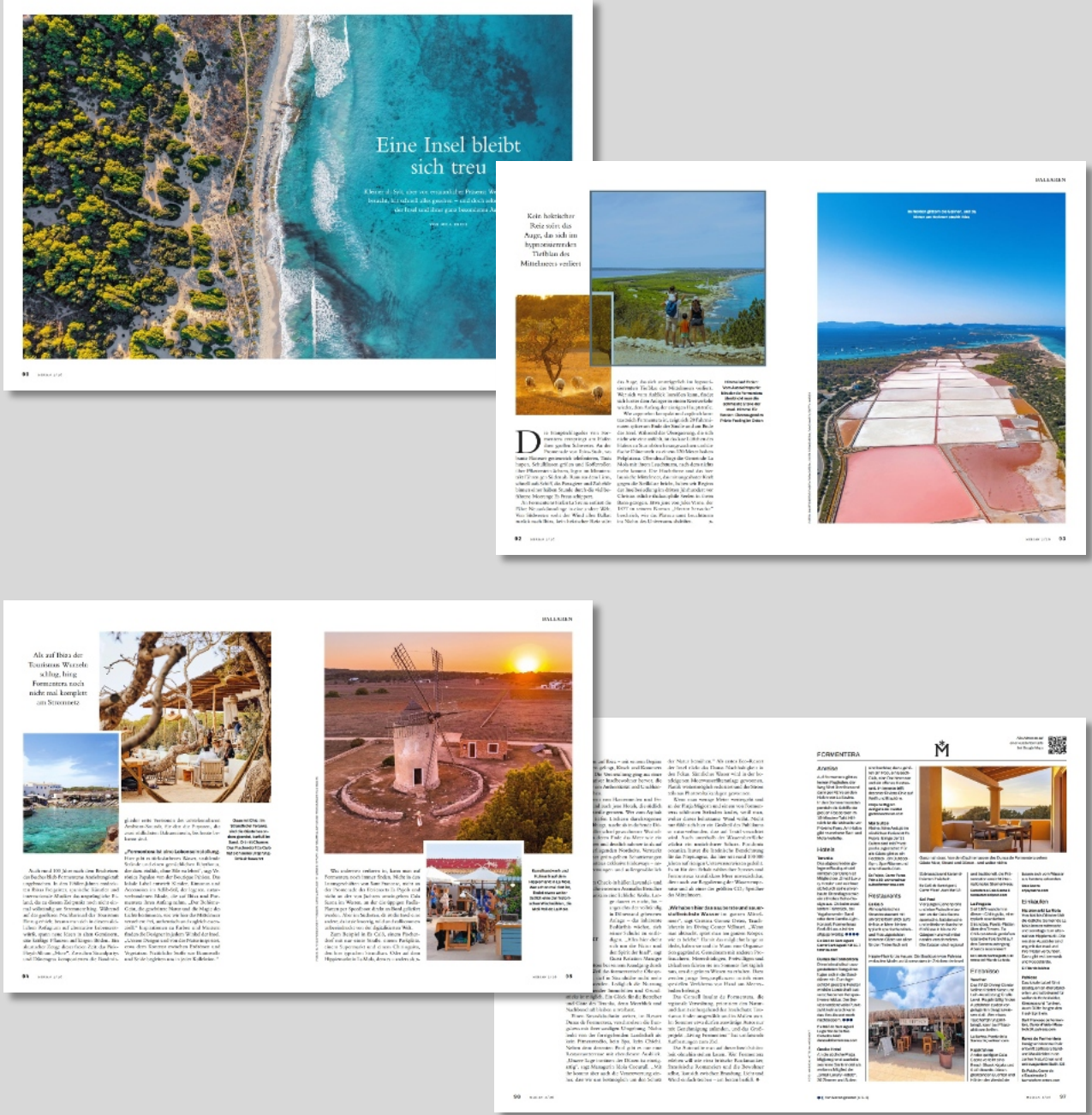
Merian

...more individual
...more eventful
...more authentic and
...more luxurious

Feuilletonistic seductive images characterize the Merian world just as much as a competent and holistically composed editorial offer. For every topic, Merian provides **exactly the information that the discerning individual traveler needs** – no less but also no more.

The core target group is discerning, **highly educated individual travelers** who want to **combine sustainability with high-quality, unique travel experiences** - and are not limited financially in any way. Everything is possible, the compass and guidance for this is provided by Merian.

Merian offers its unique and inspiring content equally on all communication channels (print, digital, social media).



Schedule and focus topics 2027

Issue / focus topic	Publication date	Week	Advertisements		AdSpecials/Cover	
			Booking and Cancellation date	Copy deadline	pages - Booking Cancellation date	Ad Specials delivery printery
01/2027 "Cruises"	05.02.27	5	14.12.26	23.12.26	30.11.26	08.01.27
02/2027 "Wellness & Quiet"	19.03.27	11	01.02.27	10.02.27	18.01.27	19.02.27
03/2027 "Citytrips"	23.04.27	16	04.03.27	15.03.27	18.02.27	25.03.27
04/2027 "Italy"	28.05.27	21	06.04.27	15.04.27	23.03.27	27.04.27
05/2027 "Northward"	25.06.27	25	05.05.27	18.05.27	21.04.27	28.05.27
06/2027 "By the river"	13.08.27	32	28.06.27	07.07.27	14.06.27	16.07.27
07/2027 "Countryside England"	17.09.27	37	02.08.27	11.08.27	19.07.27	20.08.27
08/2027 "Gourmet Tours"	15.10.27	41	30.08.27	08.09.27	16.08.27	17.09.27
09/2027 "Japan"	19.11.27	46	29.09.27	08.10.27	15.09.27	19.10.27
10/2027 "Favorites 2028"	17.12.27	50	27.10.27	08.11.27	13.10.27	19.11.27

Focus topics are subject to last-minute editorial changes.

Ad rates and formats 2027

Formats* (width x height, bleed format)

Ad rates**

Full page (210 x 280 mm)	22.500,- Euro
Double page (420 x 280 mm)	44.900,- Euro
Opening Spread (IFC + page 3)	52.800,- Euro
Cover pages IFC/OBC (210 x 280 mm)	25.100,- Euro
1/2 page landscape (210 x 137 mm)	16.000,- Euro
1/2 page portrait (100 x 280 mm)	16.000,- Euro
1/3 page landscape (210 x 88 mm)	11.400,- Euro
1/3 page portrait (71 x 280 mm)	11.400,- Euro
1/4 page (landscape, portrait or corner ad)	9.100,- Euro

* For bleed ads, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the stated ad format.

**ad rates plus VAT, commissionable and discountable



Advertorials

Our creative experts create the visual in the look and feel of Merian. Pictures and text elements are provided by the client. Advertorials are integrated harmoniously into their editorial environments. Advertorials need to be marked with the word „ANZEIGE“ / “ADVERTORIAL“ (min. in 8 Pt. in capital letters) and may be combined with an advertorial booking on merian.de.

Media costs of the respective ad format plus layout costs (not deductible)*:

up to 1/2 page*: 1.500,- €
per full page*: 2.000,- €
per double page*: 3.000,- €

Requirements: Briefing on the content focus of your advertorial, 3-4 high-quality images and a fully formulated text (approx. 2,000 characters per full page)

If no fully formulated text is provided (e.g., only a web link, bullet points, lists, or non-German text), an additional fee of €500 will be charged on top of the design costs.

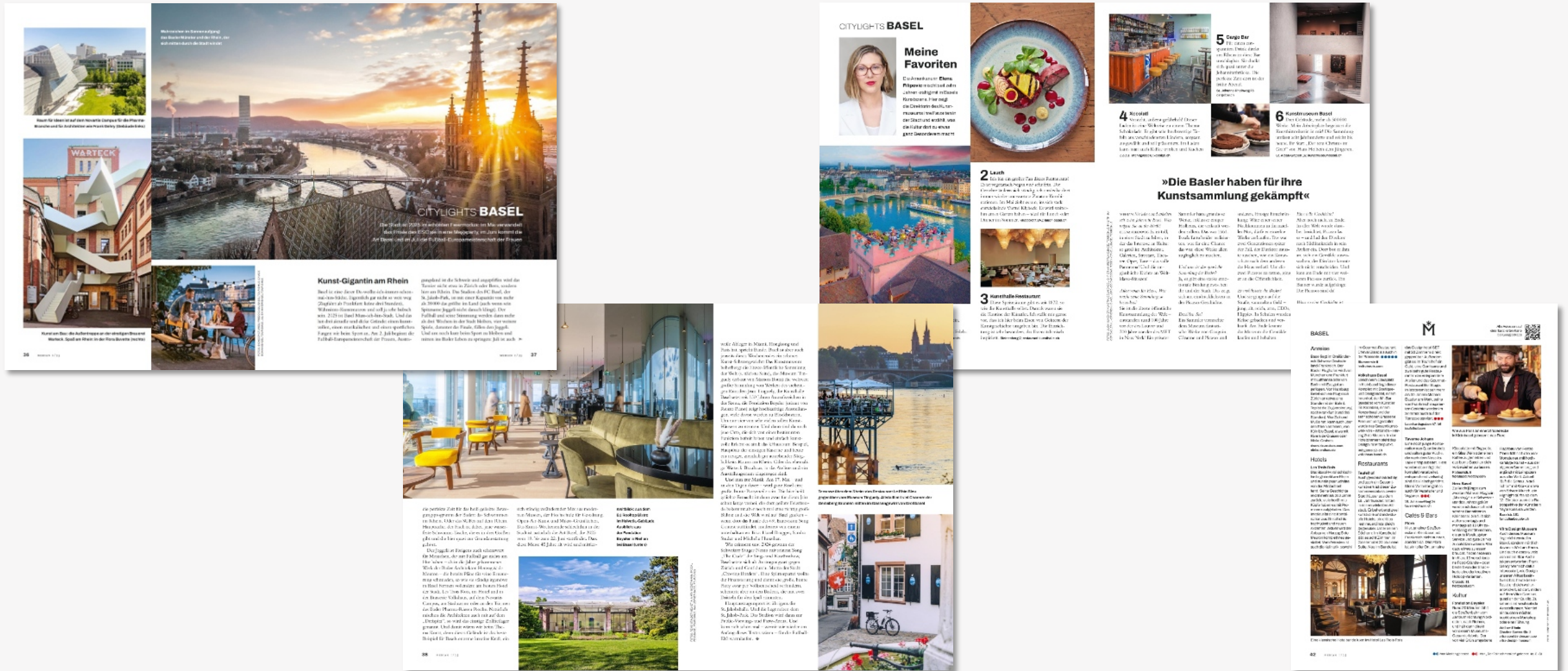
*) Layout costs are neither discountable nor commissionable. Photo- and textmaterial are to be delivered (3 weeks before off. booking deadline). Otherwise layout costs have to be revised.

Diverse perspectives on a focus topic – from *Summer in the alps* to *Balearic Islands* to *winter delights*.



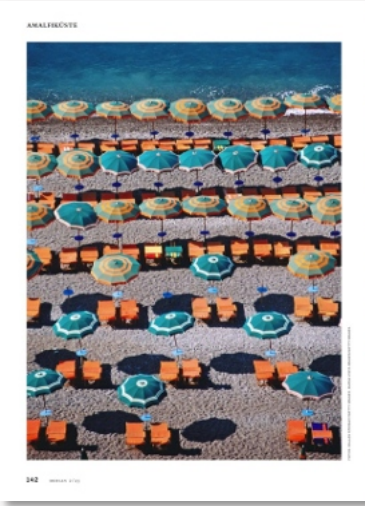
Merian recommends cities for your next cultural or shopping getaway

Column „Citylights“: Art and Culture, Culinary and Events.



Merian captivates readers with opulent portrayals of travel destinations.

A spotlight on countries and regions.



In the 'Manufaktur' section, experts offer a glimpse into their exceptional craftsmanship and artisanal processes.



Merian presents the most breathtaking hotel rooms

The 'ExcluSuite' section: truly out of the ordinary.



[Merian.de](https://www.merian.de)

online on five-star level

Comprehensive coverages combined with user value, current moving image content, opulent picture galleries and audio formats – that's Merian **digital**.

the best tips of our editorial team as a digital service including travel trends and all information on the most popular destinations: Merian.de combines established digital standards with content-innovations.

picture galleries and detailed texts show our users the highlights and special destinations for vacations in the mountains, at the see or in the city, worldwide. users let themselves inspire and inform profound.

The Merian [podcast "Reisen beginnt im Kopf"](#) is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.

Our [newsletter "Reisefieber"](#) offers the latest news from our editorial team, current topics, travel recommendations, and everything you need to know about the Merian editions.

On our [Instagram](#) channel, you'll find the most beautiful locations, seasonal recommendations, and insights into the editorial team's latest research trips.

Magazin Newsletter RSS

MERIAN
The Art of Travel

TOP-REISEZIELE FÜR 2026 TRENDS HOTELS DEUTSCHLAND EUROPA WELTWEIT DIE WELT VON MERIAN



Die 9 schönsten Städte in Polen

Von Krakau über Warschau bis nach Danzig. Wir haben die neun schönsten Städte in Polen gesammelt – für den nächsten Städtetrip in entspannter Atmosphäre.

M

DIE NEUE MERIAN-AUSGABE



Merian-Favoriten für 2026

Wohin geht die Reise? Wir haben weltweit Orte erkundet, die nächstes Jahr im Fokus stehen: Frankfurt am Main, die kommende Design-Hauptstadt, der wir auch unseren Gourmet-Guide widmen. Mailand, wo im Februar die Olympischen Winterspiele stattfinden. Die Kulturhauptstädte Oulu und Tencin. Bali, Los Cabos, Sansibar und Kroatiens Genuss-Region Kvarner-Bucht.

€ 11,90

ABO BESTELLEN EINZELHEFT BESTELLEN

M

DIE SCHÖNSTEN WINTERZIELE



ERLEBEN

Winterurlaub im Harz: Die schönsten Orte und Aktivitäten

Willkommen im Winterwunderland: In einer der schneesichersten Regionen des Landes locken malerische Orte und spannende Aktivitäten. Wo es im Harz am schönsten ist, lesen Sie hier.



ÜBERNACHTEN

Nächte unterm Polarlicht: Glamping in Skandinavien

Einmal Nordlichter sehen: Das steht bei vielen Menschen auf der Bucketlist. In den Polarnächten in Nordeuropa sind die Aurora Borealis besonders gut zu beobachten. Merian stellt sechs magische Unterkünfte für ein unvergessliches...



ERLEBEN

Winterurlaub in Kanada: Der Zauber von Québec

Wenn es eine Region gibt, die Schnee und Kälte so richtig zelebriert und in Szene setzt, dann ist das Québec. Merian-Autorin Katja Trippel hat sich dick eingepackt und gibt Tipps für die winterliche Welt im Osten Kanadas.

M

MERIAN FOOD-GUIDES



Die besten Restaurants von Frankfurt



Die 12 besten Food-Adressen in Hongkong



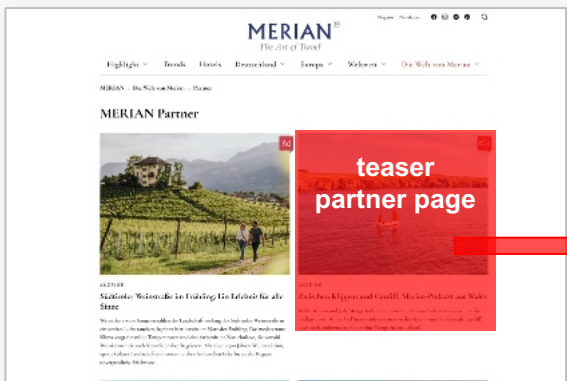
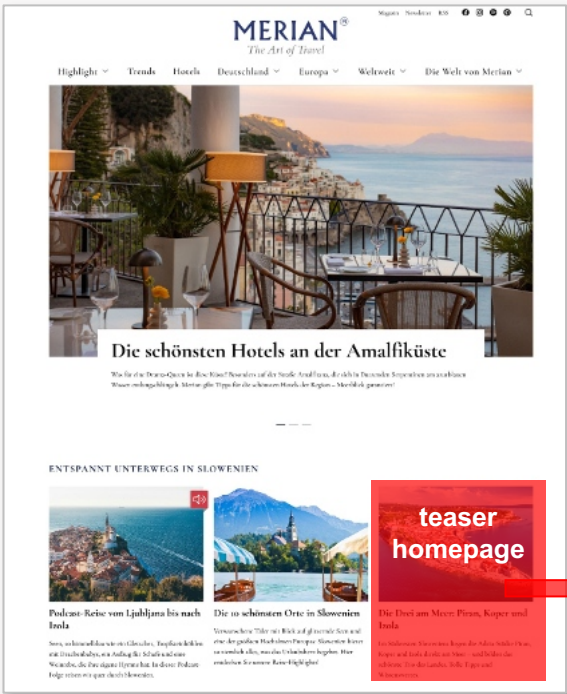
Die 9 besten Restaurants in Zürich



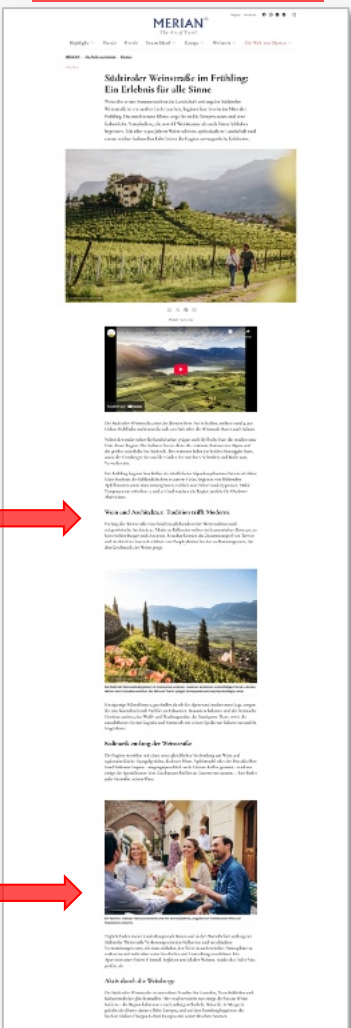
Die 10 besten Restaurants in Luxemburg

Merian.de – online-Advertorial + Teaser

3 months runtime



your advertorial



Place your brand message and present yourself to a relevant target group in an advertorial. The editorial teaser ad guarantees visibility on our homepage, as well as a teaser on our partner-page.

Advertorial/partner presentation

Text, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Optional traffic drivers

Co-branded medium rectangle or leaderboard (social media posts on Instagram and Facebook can be booked additionally if requested) with link to the advertorial can be added.

Runtime:	3 months
Media costs (gross):	8.900,- EURO
Production costs:	1.500,- EURO

media costs are discountable and commissionable, production costs are not discountable or commissionable.
all costs plus VAT.

Merian „Reisen beginnt im Kopf“

The Podcast



Discover the latest podcast episodes
now on [merian.de](https://www.merian.de).



The Merian podcast team takes you on a journey to a **perfect weekend in the most beautiful cities and regions**.

Let the podcast „Reisen beginnt im Kopf“ („Travel starts in the mind“) guide you to sights and exciting museums, stroll through charming quarters inside your head and enjoy the personal tips for a night out, shopping and other experiences.

The podcast, made by Merian chief editor Tinka Dippel and Silvia Tyburski, is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine**.

The Podcast reaches more than 15.076 Downloads/Streams per month (Average Jan. – Sept. 2026) overall, a new episode usually has 1.000+ Downloads/Streams within the first two days after publication.

You will find a new episode of the Merian-Podcast „Reisen beginnt im Kopf“ on itunes, Spotify, Google Play, deezer, RTL+ and of course on [Merian.de](https://www.merian.de), as well as Instagram ([@Merian.magazin](https://www.instagram.com/Merian.magazin)).

Merian „Reisen beginnt im Kopf“

Offer – Sponsoring



sponsoring of a complete podcast-episode about your destination

Upon consultation the Merian editorial department will produce an approx. 30 minute podcast episode about your city/region, that we will also supply as embed code for implementation on your website.

All mentioned places are integrated on the podcast-landing page (as seen on the left), including weblinks, and in the shownotes.

The subsidy for production costs is **€ 7.900,-***.

If the production should take place on site, additional travel costs apply.

frequency discounts

booking of 3 episodes = 10% discount

booking of 5 episodes = 15% discount

*media costs are discountable and commissionable, all costs plus VAT.
Each episode contains placements for 2 native advertising spots, which may be booked from all interested clients. There's no guaranteed advertising exclusivity.
There is no approval process for the entire episode prior to publication; the specific wording and content are subject to editorial discretion.

Merian „Reisen beginnt im Kopf“

Offer – native advertising spot



[Listen to the current episode here](#)

advertising-integration in the podcast

You may book a native commercial (spoken by our team). The content of the spot will be discussed directly with you, the specific wording remains editorial sovereignty. The spot is about 45 until max. 60 seconds long.

The costs for one spot are **2.500,- Euro**

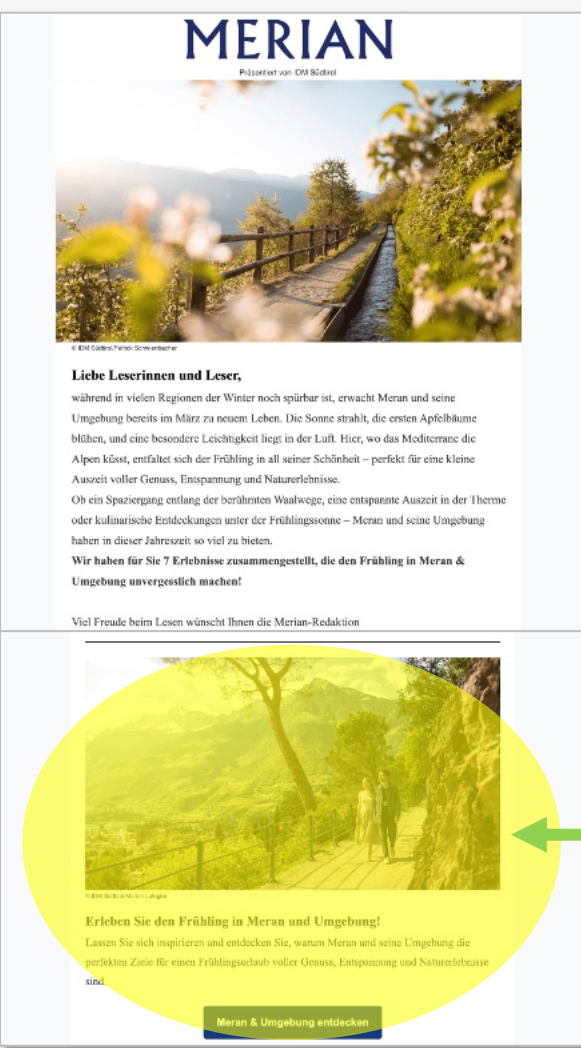
We will grant 20% discount for **3 booked episodes/spots**
= **6.000,- Euro total**.

We will grant 24% discount for **5 booked episodes/spots**
= **9.500,- Euro total**.

We will grant 28% discount for **10 booked episodes/spots**
= **18.000,- Euro total**.

Merian - Newsletter „Reisefieber“

Media options



Send your advertising message directly in the mailbox of your target group.

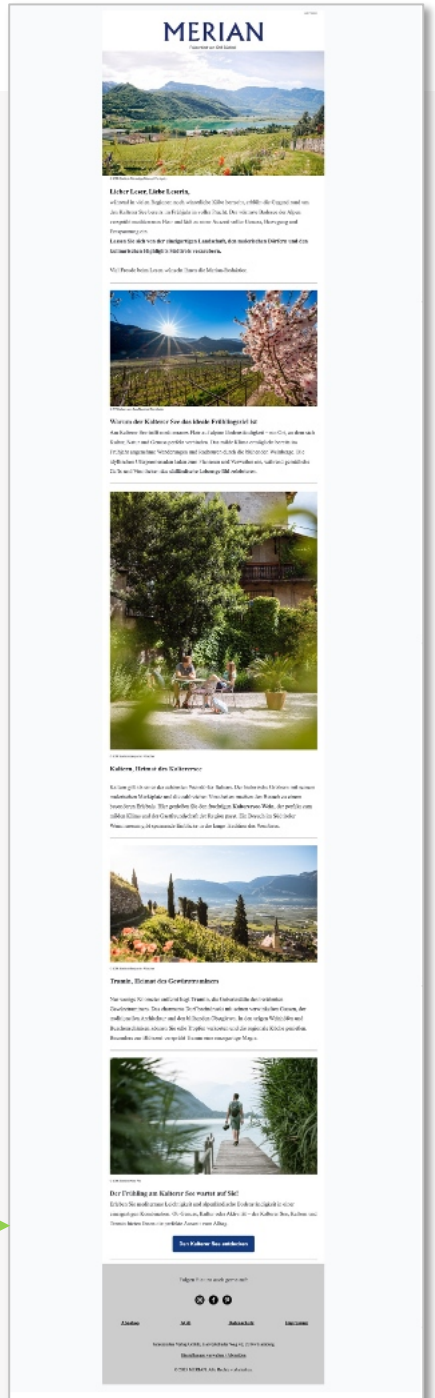
Whether with a competition, an advertorial extension or a stand-alone block. Is your topic perfectly suited to your target group? Then we would be happy to send a sponsored stand-alone newsletter to newsletter recipients.

Reisefieber – the MERIAN Newsletter: Discover a piece of this world – a city, a region, or a country. Read about the latest news from our editorial team, current topics, travel recommendations, and everything related to the MERIAN editions.

Recipients: 11.406* / open rate 20%

PRODUCT	FREQUENCY	PRICE	PRODUCTION-/ TECHNICAL COSTS*
Newsletter Teaser	1	€ 1.500,-	incl.
Stand Alone	1	€ 4.500,-	incl.

[Register here, to receive the Merian Newsletter „Reisefieber“](#)



Merian.de

Rate card 2027

Product	Runtime	Price**	Production-/technical Costs*
Teaser Ad	4 Weeks	€ 5.200,-	Incl.
Online Advertorial + Teaser	3 Months	€ 8.900,-	€ 1.500,-
Content Home	6 Months	€ 51.000,-	€ 5.000,-
Topic special	6 Months	€ 15.700,-	€ 2.500,-
Partner package	12 Months	€ 30.400,-	€ 2.900,-
Instagram Feedpost	Lifetime	€ 1.500,-	Incl.
Instagram Story (up to 3 Snippets)	24 hours	€ 800,-	Incl.
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.
Newsletter Stand Alone	1 Frequency	€ 4.500,-	Incl.
Newsletter Teaser	1 Frequency	€ 1.500,-	Incl.
Newsletter Sweepstake	1 Frequency	€ 1.500,-	Incl.
Podcast - Native Spot	1 Spot	€ 2.500,-	Incl.
Podcast - Sponsored Episode	1 Episode	€ 7.900,-	individual
Banner - Halfpage Ad	from 50.000 AI's	€ 40/CPT ROS	€ 150,-
Banner - Wide Skyscraper	from 50.000 AI's	€ 40/CPT ROS	€ 150,-
Banner - Medium Rectangle	from 50.000 AI's	€ 20/CPT ROS	€ 150,-
Mobile Banner: Content Ad 2:1	from 50.000 AI's	€ 45/CPT ROS	€ 150,-
Mobile Banner - GW Interstitial	from 50.000 AI's	€ 70/CPT ROS	€ 150,-
Video - landscape, full concept	Lifetime	up from € 10.500,-	individual
Video - portrait, Social	Lifetime	up from € 7.300,-	individual

*Not further deductible. Production/technical costs:
 At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
 For 2,900 incl. media budget 2 correction loops / per correction loop: 150€ For 5,000 incl.
 media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and agency commission.

Your contacts



Merian

Your contacts

[Click here for all international contacts and contact details.](#)

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Merian – The Art of Travel



[Click here for schedule and further details.](#)

Publication frequency
10x per year

Copy price
€ 13,90

Ad rate 2027
full page 4c € 22.500,00

Formats
21,0 cm Width
28,0 cm Height

Print run
44.000 copies*

Target group
sophisticated, highly educated
individual travelers

www.merian.de

Digital magazines on



Merian is *the* brand for travel at the highest level - and always at eye level with its discerning readers and users.

Merian tells of special experiences, visits the most exclusive hotels and the most innovative restaurants, travels through vibrant cities and fascinating landscapes.

Merian combines market-leading expertise from 78 years of outstanding travel journalism with the vision of a luxury travel magazine with its finger on the pulse.

www.merian.de combines comprehensive coverages with user value, moving image content, opulent picture galleries and audio formats. Our [newsletter „Reisefieber“](#) keeps the users up to date regarding current travel offers and events.

The [Merian podcast „Reisen beginnt im Kopf“](#) is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.



Merian is the most widely read magazine on Readly in the travel segment in 2025, with an average of over 12,300 readers per issue.

[Click here to read an entire issue](#)

merian.de

facts and figures



The Art of Travel

The best tips from the editorial team as a digital service with the latest travel trends and insights, as well as all the information on the most popular and up-and-coming, yet unknown holiday destinations: merian.de combines established digital standards with content innovations for an optimal user experience.



Target Group

Travel enthusiasts who are interested in discovery, culture and travel experiences. Users of merian.de are curious about different types of travel, such as city breaks, beach holidays, adventure travel or wellness stays. They are interested in travel tips, sights, hotels, restaurants, cultural events and local.



Channels

Online | Print | Facebook | Instagram | YouTube | Podcast | Pinterest | Newsletter



Outreach

Website Sessions | 487.813*

Website Page Views | 606.945*

Website User | 377.818*

Podcast Streams | 16.031***

Newsletter recipients 11.406 | Open rate 20%****

Instagram Follower 9.183 | reach 160.000**

Facebook Follower 17.955** | reach 3.000

*Aug 2026 | analytics.google

** Aug 2026 | Meta

****Aug 2026 | Podigee

****Aug 2026